

Dear Valued Patron,

Atlanta's Fox Theatre is a historic landmark that the community has cherished and patronized for nearly a century. Since the community rallied together to save the Fox 40 years ago, preserving its historic status and creating lasting memories for our audiences have been our top priorities. The theatre is actively researching ways to improve the patron experience while remaining committed to our mission to "preserve and share the Fox Theatre" for many generations to come.

The Fox recently engaged CSL International, a venue planning and advisory firm, to conduct a market study to determine the potential support for proposed enhancements to the theatre. Your participation in a survey is key to the success and accuracy of this project, ensuring informed decisions can be made to meet the needs and desires of our patrons.

As a proud supporter of our theatre, your opinion is valuable and will help to keep the Fox Theatre thriving through the next century and beyond. Please keep in mind that the historical integrity of the theatre will not be compromised regardless of the findings of this study.



Your participation in this 8-10 minute survey is an important part of this market study. Please click on the link below to access the Fox Theatre Atlanta Enhancement Survey. The final deadline to complete this survey is **December 3, 2014**.

Your continued support of the Fox Theatre and our events is greatly appreciated. As a way of thanking you for your time, we are pleased to offer you one (1) membership to the Friends of the Fox program at the Friend Level (\$100 value) and a chance to win two (2) Delta Air Lines tickets to anywhere in the continental United States.

Best,

Adina Erwin
Vice President and General Manager

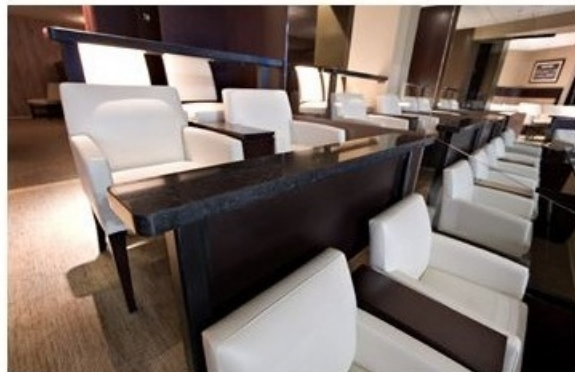
LOGE BOXES

Enhancements to the Fox Theatre may include loge boxes located on the loge level (first balcony). Loge boxes could include seating for between 4 and 8 patrons on comfortable moveable chairs or fixed seats with dividers between each box. The purchase of a loge box would include a Marquee Level Membership \$5,000, VIP parking, a pre-event buffet and access to an exclusive, upscale loge lounge with direct access to loge box seating. Loge box patrons would have access to private restrooms, a private entrance, invitations to patrons-only events and receptions, a special backstage tour by appointment (for up to 6 people), a dedicated ticketing phone line and the exclusive opportunity to take a holiday card picture at the Fox Theatre (by appointment only). Multiple parties may be allowed to share a loge box if desired.

SAMPLE LOGE BOX IMAGES



Mahalia Jackson Theater for the Performing Arts – New Orleans, LA



Bradley Center – Milwaukee, WI

SAMPLE LOGE LOUNGE IMAGES

